Agenda

- Background
- Information dissemination model in Chile
- Methods of diffusion
- Conclusions
Background
The Chilean Central Bank has a statistical function, defined in its organic law, for promptly compiling and publishing the principal national macroeconomic statistics (art. 53 LOC): National Accounts, Balance of Payments, Foreign Exchange, and Monetary and Financial Statistics.

The Statistical Division was created in 2008 in order to enhance and strengthen the efficiency of the statistical products and their process (production, storage and diffusion).

Since 2009, the Central Bank of Chile has been working with a new centralized database for storage, maintenance and diffusion of statistical information. To manage this database, it uses ad-hoc technological tools.
Main objectives of the Statistics Division

1. Elaborate and disseminate macroeconomic statistics to a high quality standard (IMF/OECD).

2. Disseminate macroeconomic statistics as well as the methods and sources used for processing to the public, in order to facilitate understanding and access to the community.

3. Promote efficient work processes within the Division that consider the stages of collection, compilation and dissemination of the final statistics, as well as maintain modern technological tools that safeguard the financial assets of the institution and limit risks.
Information dissemination model in Chile
Diffusion inside the statistical generation process

Reporting entities are also users

Sources of information → Statistical production → Diffusion

Methodology, Quality and Technology
Maintain a permanent and close relationship with agencies nationwide
and international.
Queries are received from all over the world however about 90% of them are national.
Methods of diffusion
The statistics are published on the web in various formats and there is a section sorted by topic. www.bcentral.cl
Digital reports are published with links to access the data.

- National Accounts by Institutional Sector
- Balance of Payments, International Investment Position
- Exchange Market Statistics Report
- Monetary and Financial Statistics Report
The most important economic data are summarized in an interactive Chartpack.
There is a special application for mobile devices.
Permanent contact with users of the information is maintained

<table>
<thead>
<tr>
<th>Statistics Committee (internal)</th>
<th>External Users Committee</th>
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<tr>
<td>• Monthly</td>
<td>• 3 annuals meetings</td>
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<td>• Directors from all divisions participate</td>
<td>• Market representatives and academics (15–28)</td>
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<td>• Presentation of new products and major projects of the Statistics Division</td>
<td>• Presentation of new products prior to launch</td>
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<td>• Coordination with other Divisions</td>
<td>• Detect statistical needs</td>
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<td>• Periodic updating of participants</td>
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Outreach to the community

• Speeches to journalists and university students.

• Webservices for data vendors.
Contact with the users of the information

• Statistics contact email for information queries.

• Use of social networks: demos using YouTube and Tweets
User feedback

- Google analytics

- Satisfaction surveys

- Focus group
Conclusions
Final thoughts

• The diffusion of information is essential in the process of compiling statistics as it allows usage by users to be determined.

• The principal challenges in the diffusion of statistics are: the periodic revision of statistical content, the flexibility to absorb information technology and permanent communication with users.
R. Zapata me dijo que esto no se hará este año

26-04-2016
DIFFUSION OF INFORMATION IN CHILE

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